## **ORDER**

Orders Order / Rev: 168700 06862444 Alt Order #: D.C.C.C. Product Desc: KSTP-TV, LLC and KSAX-1 Estimate: 1551 Flight Dates: 10/11/12 - 10/15/12 Primary AE: Anjie Brady Original Date / Rev: 10/11/12 / 10/11/12 Sales Office: P-PHL Order Type: **GENERAL** Sales Region: National Great American Media Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave NW EOM/EOC Billing Cycle: Washington, DC 20007-3674 Agency Commission: 15% Advertiser **DCCC Democratic Congressional Can** Name: 09/29/09 Demographic: A35+ New Business Thru: **Product Codes:** PL2 Order Separation: 00:00:00 Priority: 3 Advertiser External ID: Revenue Codes: AGY, POL, ISS Agency External ID: Bill Plan **Totals** 

Month

Totals

October 2012

# Spots

38

38

Gross Amount

\$27,525.00

\$27,525.00

Net Amount

\$23,396.25

\$23,396.25

Rating

0.00

0.00

## Account Executives

**End Date** 

10/15/12

Start Date

10/01/12

| Account Executives |              |              |                               |         |
|--------------------|--------------|--------------|-------------------------------|---------|
| Account Executive  | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Anjie Brady        |              |              | Start Of Order - End Of Order | 100%    |

Net Amount

\$23,396.25

| Order Share              | Share | Total        |
|--------------------------|-------|--------------|
| KSTP-TV, LLC and KSAX-TV | 18%   | \$27,525.00  |
| Market                   | 100%  | \$152 916 67 |

# Spots

38

Gross Amount

\$27,525.00

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KARE              | 25%   | \$38,229.17 |
| KMSP              | 18%   | \$27,525.00 |
| KMWB              | 0%    | \$0.00      |
| KPXM              | 0%    | \$0.00      |
| KRWF              | 0%    | \$0.00      |
| KSAX              | 0%    | \$0.00      |
| KSTC              | 2%    | \$3,058.33  |
| WCCO              | 33%   | \$50,462.50 |
| WFTC              | 4%    | \$6,116.67  |

| Ln | Cł   | 1      | Start    | End      | Inventory Code | Break      | Start/End | d Time Days | Len Sp | oots | Rate Pri  | Rtg Type | Spots | Amount   |
|----|------|--------|----------|----------|----------------|------------|-----------|-------------|--------|------|-----------|----------|-------|----------|
| 1  | N    | M      | 10/11/12 | 10/12/12 | M-F 6-7a News  | CM         | 6-7a      | TF          | :30    | 1    | \$800.001 | 0.00 NM  | 1     | \$800.00 |
|    |      |        |          |          | M-F 6-7a News  |            |           |             |        |      |           |          |       |          |
|    | 5 E  | W NW   | /S 6A    |          |                |            |           |             |        |      |           |          |       |          |
|    |      | Start  | Date     | End Date | Weekdays       | Spots/Week | Rate      | Rating      |        |      |           |          |       |          |
| V  | Veek | : 10/0 | 8/12     | 10/14/12 | TF             | 1          | \$800.00  | 0.00        |        |      |           |          |       |          |
| 2  | N    | VI     | 10/11/12 | 10/12/12 | M-F GMA        | CM         | 7-9a      | TF          | :30    | 1    | \$800.001 | 0.00 NM  | 1     | \$800.00 |
|    |      |        |          |          | M-F GMA        |            |           |             |        |      |           |          |       |          |
|    | GD   | MRN    | AMR-AB   | BC .     |                |            |           |             |        |      |           |          |       |          |

Print Date: 10/11/12 12:40:23 Page 2 of 3

Order / Rev: 168700 Advertiser: DCCC Democratic Congressional Campa

Alt Order #: 06862444 Product Desc: D.C.C.C. KSTP-TV, LLC and KSAX-1

Flight Dates: 10/11/12 - 10/15/12 Estimate: 1551

| Ln Ch Start End   | Inventory Code                    | Break        | Start/End T                | Time Days      | Len Spot | s Rate Pri    | Rtg Type   | Spots | Amount     |
|---|-----------------------------------|--------------|----------------------------|----------------|----------|---------------|------------|-------|------------|
| 2 M 10/11/12 10/12/12   | M-F GMA<br>M-F GMA                | CM           | 7-9a                       | TF             | :30      | 1 \$800.001   | 0.00 NM    | 1     | \$800.00   |
| GD MRN AMR-ABC  | W-P GWA                           |              |                            |                |          |               |            |       |            |
| Start Date End Date   | Weekdays Spot                     | ts/Week      | Rate                       | Rating         |          |               |            |       |            |
| Week: 10/08/12 10/14/12<br>3 M 10/14/12 10/14/12                    | SU GMA                            | CM           | \$800.00<br>7-8a           | 0.00           | :30      | 1 \$1,500.001 | 0.00 NM    | 1     | \$1,500.00 |
|   | Su GMA                            |              |                            |                |          | , ,           |            |       | * ,        |
| GD MRN-SUN-ABC Start Date End Date                                  | Weekdays Spot                     | ts/Week      | Rate                       | Rating         |          |               |            |       |            |
| Week: 10/08/12 10/14/12   | S                                 |              | \$1,500.00                 | 0.00           |          |               |            |       |            |
| 4 M 10/14/12 10/14/12   | Sun 8-9a                          | CM           | 8-9a                       | S              | :30      | 1 \$1,000.001 | 0.00 NM    | 1     | \$1,000.00 |
| 5 EW NW-SU 8AM  | Sun 8-9a                          |              |                            |                |          |               |            |       |            |
| Start Date End Date   | Weekdays Spot                     | ts/Week      | Rate                       | Rating         |          |               |            |       |            |
| Week: 10/08/12 10/14/12<br>5 M 10/14/12 10/14/12                    | Sun 10-1030a                      | CM           | \$1,000.00<br>Sun 10-1030a | 0.00<br>aS     | :30      | 1 \$600.001   | 0.00 NM    | 1     | \$600.00   |
|   | At Issue                          | O.V.         | <b>C</b> an 10 10000       |                | .00      | Ψοσο.σο 1     | 0.00 14111 | ·     | φοσσ.σσ    |
| AT ISSUE <u>Start Date</u> <u>End Date</u>                          | Weekdays Spot                     | ts/Week      | Rate                       | Rating         |          |               |            |       |            |
| Week: 10/08/12 10/14/12   | S                                 | 1            | \$600.00                   | 0.00           |          |               |            |       |            |
| 6 M 10/11/12 10/12/12   | ,                                 | CM           | 11a-12p                    | TF             | :30      | 1 \$350.002   | 0.00 NM    | 1     | \$350.00   |
| 5 EW NWS 11AM   | M-F Midday News                   |              |                            |                |          |               |            |       |            |
| Start Date End Date   |                                   | ts/Week      | Rate                       | Rating         |          |               |            |       |            |
| Week: 10/08/12 10/14/12<br>7 M 10/11/12 10/12/12                    | TF<br>M-F 3-4p                    | CM           | \$350.00<br>3-4p           | 0.00<br>TF     | :30      | 2 \$225.00 2  | 0.00 NM    | 2     | \$450.00   |
|   | Twin Cities Live                  | Olvi         | о тр                       | 11             | .50      | Σ ΨΣΣΟ.00 Σ   | 0.00 14101 |       | ψ+30.00    |
| TWIN CITIES LV  | Wookdova Spot                     | to/\/\ook    | Poto                       | Doting         |          |               |            |       |            |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 <u>10/14/12</u> | <u>Weekdays</u> <u>Spot</u>       | ts/Week<br>2 | <u>Rate</u><br>\$225.00    | Rating<br>0.00 |          |               |            |       |            |
| 8 M 10/11/12 10/12/12   | •                                 | CM           | 5-530p                     | TF             | :30      | 1 \$800.002   | 0.00 NM    | 1     | \$800.00   |
| 5 EW NW 5P MF   | M-F 5-530p                        |              |                            |                |          |               |            |       |            |
| Start Date End Date   |                                   | ts/Week      | Rate                       | Rating         |          |               |            |       |            |
| Week: 10/08/12 10/14/12<br>9 M 10/11/12 10/12/12                    | TF<br>M-F 6-630p                  | CM           | \$800.00<br>6-630p         | 0.00<br>TF     | :30      | 1 \$1,200.002 | 0.00 NM    | 1     | \$1,200.00 |
|   | M-F 6-630p                        | Civi         | 0-030р                     | 11             | .50      | 1 ψ1,200.002  | 0.00 14101 | '     | ψ1,200.00  |
| 5 EW NW 6P MF   | Maakdaya Caa                      | to /\/\ools  | Doto                       | Dating         |          |               |            |       |            |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 <u>10/14/12</u> | Weekdays Spot                     | ts/Week<br>1 | Rate<br>\$1,200.00         | Rating<br>0.00 |          |               |            |       |            |
| 10 M 10/14/12 10/14/12  | •                                 | CM           | 530-6p                     | S              | :30      | 1 \$1,200.001 | 0.00 NM    | 1     | \$1,200.00 |
| AVG. ALL WKS/5 EW NWS   | Su 530-6p News<br>E-SUN           |              |                            |                |          |               |            |       |            |
| Start Date End Date   |                                   | ts/Week      | Rate                       | Rating         |          |               |            |       |            |
| Week: 10/08/12 10/14/12<br>11 M 10/11/12 10/12/12                   | M E Su Lata Nows                  | CM           | \$1,200.00<br>10-1035p     | 0.00<br>TF     | :30      | 1 \$1,400.002 | 0.00 NM    | 1     | \$1,400.00 |
| 11 W 10/11/12 10/12/12  | M-F, Su 10-1035p                  | Civi         | 10-1035р                   | 11             | .50      | 1 φ1,400.002  | O.OO INIVI | '     | \$1,400.00 |
| 5 EW NWS 10PM<  | Maakdaya Caa                      | to /\/\ools  | Doto                       | Dating         |          |               |            |       |            |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 10/14/12        | <u>Weekdays</u> <u>Spot</u><br>TF | ts/Week<br>1 | Rate<br>\$1,400.00         | Rating<br>0.00 |          |               |            |       |            |
| 12 M 10/13/12 10/13/12  | Lt News Delay ABC Sp              | o <b>c</b> M | 1030-1105p                 | S-             | :30      | 1 \$900.002   | 0.00 NM    | 1     | \$900.00   |
| 5 EW NWS 10PM<  | Late News Delayed                 |              |                            |                |          |               |            |       |            |
| Start Date End Date   |                                   | ts/Week      | Rate                       | Rating         |          |               |            |       |            |
| Week: 10/08/12 10/14/12<br>13 M 10/11/12 10/12/12                   | S-<br>M E 1035 1103n              | CM           | \$900.00<br>1035-1102p     | 0.00<br>TF     | :30      | 1 \$800.003   | 0.00 NM    | 1     | \$800.00   |
| 13 M 10/11/12 10/12/12  | M-F 1035-1102p<br>Nightline       | CIVI         | 1033-1102β                 | 1r             | .ას      | ι φουυ.υυ.    | U.UU INIVI | '     | φουυ.υυ    |
| ABC-NITELINE<   | Monkelesse                        | to /// !     | D-4-                       | Datin -        |          |               |            |       |            |
| <u>Start Date</u> <u>End Date</u><br>Week: 10/08/12 10/14/12        | Weekdays Spot                     | ts/Week<br>1 | <u>Rate</u><br>\$800.00    | Rating<br>0.00 |          |               |            |       |            |
| 14 M 10/13/12 10/13/12  |                                   | CM           | 1105p-1205a                | S-             | :30      | 1 \$200.003   | 0.00 NM    | 1     | \$200.00   |

Print Date: 10/11/12 12:40:24 Page 3 of 3

Totals

38

\$27,525.00

Order / Rev: 168700 Advertiser: DCCC Democratic Congressional Campa

Alt Order #: 06862444 Product Desc: D.C.C.C. KSTP-TV, LLC and KSAX-1

Flight Dates: 10/11/12 - 10/15/12 Estimate: 1551

| Ln   | Ch                    | Start              | End                  | Inventory Code                       | Break        | Start/End                | Time Days      | Len Sp | ots | Rate Pri    | Rtg Type | Spots | Amount            |
|------|-----------------------|--------------------|----------------------|--------------------------------------|--------------|--------------------------|----------------|--------|-----|-------------|----------|-------|-------------------|
|      |                       |                    |                      | Sa 1105p-1205a 9<br>Castle           | 9/1-12/1     |                          |                |        |     |             |          |       |                   |
|      |                       | art Date           | End Date             | Weekdays                             | Spots/Week   | Rate                     | Rating         |        |     |             |          | [     |                   |
|      | eek: 10               |                    | 10/14/12             | S-                                   | 1            | \$200.00                 | 0.00           |        |     |             |          |       |                   |
| N15  | М                     | 10/15/1            | 2 10/15/12           | M-F 6-7a News<br>M-F 6-7a News       | СМ           | 6-7a                     | М              | :30    | 2   | \$800.002   | 0.00 NM  | 2     | \$1,600.00        |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week 2 | <u>Rate</u><br>\$800.00  | Rating<br>0.00 |        |     |             |          |       |                   |
| N16  | М                     | 10/15/1            | 2 10/15/12           | M-F GMA<br>M-F GMA                   | CM           | 7-9a                     | M              | :30    | 2   | \$800.002   | 0.00 NM  | 2     | \$1,600.00        |
| We   | Sta<br>eek: 10        | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week 2 | Rate<br>\$800.00         | Rating<br>0.00 |        |     |             |          |       |                   |
| N17  | М                     | 10/15/1            | 2 10/15/12           | M-F 5-530a News<br>M-F 5-530a News   |              | 5-530a                   | M              | :30    | 1   | \$500.002   | 0.00 NM  | 1     | \$500.00          |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week   | <u>Rate</u><br>\$500.00  | Rating<br>0.00 |        |     |             |          |       |                   |
| N18  | М                     |                    |                      | M-F 1102p News<br>M-F 1102p News     | CM           | 1102-1132p               | M              | :30    | 2   | \$600.001   | 0.00 NM  | 2     | \$1,200.00        |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week 2 | <u>Rate</u><br>\$600.00  | Rating<br>0.00 |        |     |             |          |       |                   |
| N19  | М                     |                    |                      | M-F Midday News                      | CM           | 11a-12p                  | M              | :30    | 2   | \$300.003   | 0.00 NM  | 2     | \$600.00          |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week 2 | Rate<br>\$300.00         | Rating<br>0.00 |        |     |             |          |       |                   |
| N20  | M                     |                    | 2 10/15/12           | M-F 3-4p<br>Twin Cities Live         | CM           | 3-4p                     | M              | :30    | 3   | \$225.002   | 0.00 NM  | 3     | \$675.00          |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week 3 | Rate<br>\$225.00         | Rating<br>0.00 |        |     |             |          |       |                   |
| N21  | М                     |                    | 2 10/15/12           | M-F 5-530p<br>M-F 5-530p             | CM           | 5-530p                   | M              | :30    | 2   | \$800.002   | 0.00 NM  | 2     | \$1,600.00        |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week 2 | Rate<br>\$800.00         | Rating<br>0.00 |        |     |             |          |       |                   |
| N22  | М                     |                    | 2 10/15/12           | M-F 6-630p<br>M-F 6-630p             | CM           | 6-630p                   | M              | :30    | 2   | \$1,200.002 | 0.00 NM  | 2     | \$2,400.00        |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week   | Rate<br>\$1,200.00       | Rating<br>0.00 |        |     |             |          |       |                   |
| N23  | М                     |                    | 2 10/15/12           | M-F,Su Late News                     | s CM         | 10-1035p                 | M              | :30    | 2   | \$1,400.002 | 0.00 NM  | 2     | \$2,800.00        |
|      |                       | art Date           | End Date             | Weekdays<br>M                        | Spots/Week   | Rate                     | Rating         |        |     |             |          |       |                   |
|      | eek: 10               |                    | 10/21/12             |                                      |              | \$1,400.00<br>1035-1102p | 0.00<br>M      | .20    |     | \$000.00.2  | 0.00 NIM | ,     | <b>\$4.600.00</b> |
| N24  | М                     |                    |                      | M-F 1035-1102p<br>Nightline          | CM           |                          |                | :30    | 2   | \$800.003   | 0.00 NM  | 2     | \$1,600.00        |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | <u>Weekdays</u><br>M                 | Spots/Week 2 | <u>Rate</u><br>\$800.00  | Rating<br>0.00 |        |     |             |          |       |                   |
| N25  | М                     | 10/15/1            | 2 10/15/12           | M-F 1236-106a TF<br>According to Jim | N CM         | 1236-106a                | М              | :30    | 1   | \$250.002   | 0.00 NM  | 1     | \$250.00          |
| \\/e | Sta<br>eek: 10        | art Date<br>/15/12 | End Date<br>10/21/12 | Weekdays<br>M                        | Spots/Week 1 | Rate<br>\$250.00         | Rating<br>0.00 |        |     |             |          |       |                   |
| N26  | M                     |                    | 2 10/15/12           | M-F 1132p-1236a                      | •            | 1132p-1236a              |                | :30    | 2   | \$350.002   | 0.00 NM  | 2     | \$700.00          |
|      | <b>2</b> :            |                    | F. 45 :              | Jimmy Kimmel                         | 0            | Б.                       | Detien         |        |     |             |          |       |                   |
| We   | <u>Sta</u><br>eek: 10 | art Date<br>/15/12 | End Date<br>10/21/12 | <u>Weekdays</u><br>M                 | Spots/Week 2 | Rate<br>\$350.00         | Rating<br>0.00 |        |     |             |          |       |                   |
|      |                       |                    |                      |                                      |              |                          |                |        |     |             | Totala   | 20    | ¢27 525 00        |